

Getting On with Poultry

Sixteen Years' Experience Has Convinced the Slakers that Good Stock and Good Management Pay

By SAM L. PARKS

YOU must begin growing your pullets from the beginning if you want to make good with poultry, Mr. G. W. Slaker, of Kane County, Ill., believes.

He believes it so strongly that he has bought chicks from one firm, that has supplied him good reliable chicks, for 16 years. He has grown them so well that almost half of his flock is made up of 1, 2, and 3 year old hens that were laying 55% in late July and early August.

Brood 1500 Chicks

Like all other farms, there have been difficulties to overcome. On this one, because it is near a large center of population, burglar alarms have become standard equipment. Thieves have also limited the range available for growing stock to the ground near the house.

In the neighborhood of 1500 chicks are brooded each spring. They are started in late February or March so they are in full production during the short egg season, and a good share of the year's production can be marketed when other people's hens are laying the least eggs and eggs are the best price.

To keep the growing stock healthy, a 40 x 50 ft. hen house is being con-

verted into a permanent brooder house with a concrete platform that can be scrubbed daily. The brooder house is cleaned three times a week. This practice and a feed that is fed according to the manufacturer's instructions are two things stressed by Mr. Slaker as necessary to healthy pullets.

Feed Is Always Handy

Starting mash is fed the required length of time, and followed by growing mash until the pullets are far enough along for laying mash. At no time does young stock have to depend on grasshoppers and fresh air for something to eat. The Slakers feed to keep the stock coming and to build up a physical reserve to stand heavy production.

To be sure there will be nothing to stop the pullets laying, they are treated for worms and vaccinated for chicken pox.

Substantial Buildings—Well Managed Stock

The two story hen house that holds about 400 birds on each floor is a remodeled straw barn. Mr. Slaker has come to the conclusion that 4 sq. ft. of floor space, even for Leghorns, is necessary for the best results with a flock kept in confinement. The walls are insulated to keep it cool in summer and warm enough in winter so water seldom freezes. The water, however, is never allowed to freeze. The fountains are equipped with electric heaters that are turned on to keep the water at drinkable temperatures. The ventilating system is in the center of the house and made so the movement of the air can be regulated to keep the litter dry in damp weather.

The laying house is also wired for lights and Mr. Slaker says, "Lights produce more eggs for the money invested than any other equipment I ever bought."

There is plenty of hopper space so the chickens can eat laying mash anytime they want it, of the same brand of feed they were started and grown on. All scratch grain is fed in troughs for sanitary reasons.

Here we have a farm on which poultry is conservatively managed. The buildings are in good repair and substantial; the laying stock is so well grown that a more than average number of birds are profitable for 2 and some even 3 years under continuous culling for production.

Marketing Their Products

In looking for a market, Mr. Slaker found one near home for infertile eggs and fryers.

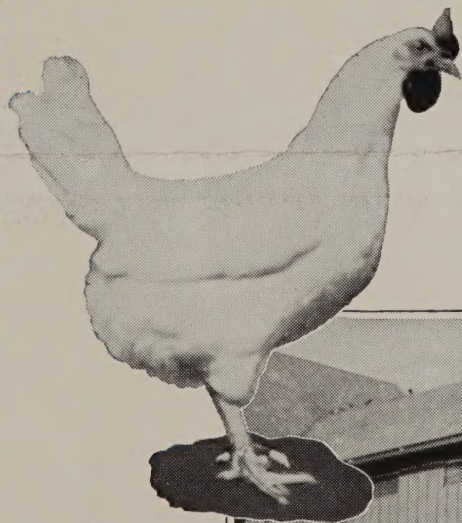
Only infertile eggs are produced and the entire supply is sold at retail to customers in the nearby village, many of whom work in Chicago. The eggs that are not sold at the door are delivered on a route once a week. The egg customers also take most of the surplus meat birds. It's a little more work for both Mr. and Mrs. Slaker to sell at retail, but they average about 10c a dozen over the country and grocery store buying price. Mr. Slaker smiled and remarked, "We make good wages that way."

Follow Four Basic Principles

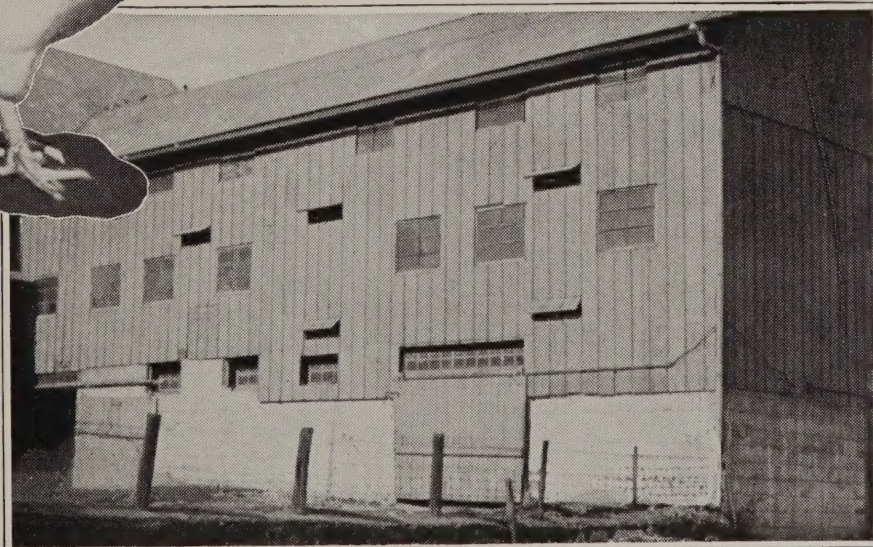
There is no trouble holding customers, because the flock is managed to produce uniform quality eggs. The interior quality of the eggs is uniform and good because the hens are kept in confinement and fed a complete ration. The number of pullet eggs is kept down because so many hens are good enough to hold over to lay top grade eggs.

Success with chickens has come to the Slaker farm because they follow the four basic principles of management; namely, well bred chicks, thorough management, good feed-and and good marketing. The opportunities for extra profit were all found and made near home. During the 17 years Mr. and Mrs. Slaker have been living on this farm, poultry has paid its way, and a profit.

Mr. Slaker has bought BOOTH CHICKS for 16 years.



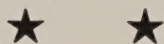
Here is the Slaker remodeled barn that houses 800 layers — 400 on each floor. Insert shows one of this year's pullets from the Slaker laying flock.



\$2000⁰⁰ PRIZE MONEY

2 BIG CONTESTS

Customers Entered FREE



Poultry Tribune Ninth Chick Growing Contest

153 PRIZES

GRAND PRIZES

1st prize -----	\$100	2nd prize -----	\$75
3rd prize -----	\$ 50	4th prize -----	\$30
5th prize -----	\$21		

Eastern Edition	Central Edition	Southern Edition	Western Edition
1st -----	1st -----	1st -----	1st -----
2nd -----	2nd -----	2nd -----	2nd -----
3rd -----	3rd -----	3rd -----	3rd -----

These sectional prizes are not open to the winners of the first five national prizes.

AND 136 CASH PRIZES OF \$4.00 EACH

If you purchase your chicks from Booth Hatchery (a Poultry Tribune Advertiser) the cash awards will be increased by one-half. The \$100 first prize will be increased to \$150, etc. (See Rule 2)

CONTEST RULES!

1 This contest open to everybody except employees of POULTRY TRIBUNE and BOOTH and their families.

2 All chicks purchased from a hatchery, breeder, breeder-hatchery or dealer are eligible. If the chicks are purchased from an advertisement which appears in POULTRY TRIBUNE between December, 1935 and June, 1936, inclusive, the prize money will be increased by one-half. Example: If you win the first prize of \$100, with chicks purchased from a POULTRY TRIBUNE advertiser, you will receive a total of \$150.

3 This contest pertains to chicks (not less than 100) started any time between December 1, 1935 and July 1, 1936.

4 A complete record covering the first eight weeks of brooding, along with

a letter of not more than 300 words, explaining your brooding methods, must reach POULTRY TRIBUNE, Mount Morris, Illinois, not later than two weeks after your chicks are eight weeks old.

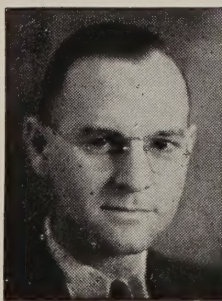
5 Your letter and record card must be mailed in the same envelope. No changes or additions will be allowed in an entry after it reaches POULTRY TRIBUNE. Entrants agree to accept judges' decision. Duplicate prizes will be awarded in case of ties. All letters become the property of POULTRY TRIBUNE.

6 Prizes will be awarded on the basis of percentage of chicks raised, as well as thoroughness of the record kept, along with the best letter of not more than 300 words, telling how the brooding was done.

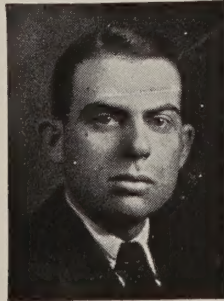
THREE DISTINGUISHED JUDGES



Prof. R. E. Jones
Conn. State College



Dr. L. E. Card
University of Ill.



Prof. J. R. Redditt
University of Nebr.

American Poultry Journal Pullet Growing Contest

210 PRIZES

1st prize -----	\$100	2nd prize -----	\$75
3rd prize -----	50	4th prize -----	\$40

206 Other Prizes

8 additional Special Prizes for Pictures.

RULES

1 This contest covers the first 10 weeks of the brooding period.

2 A complete record on a regulation entry blank, or copy of it, together with a letter of not more than 400 words, telling how the pullets were raised, must be mailed not later than September 15, 1936.

3 Only chicks advertised in the American Poultry Journal may be entered. At least 50 chicks must be started.

4 Prizes will be awarded on the basis of thoroughness of the records, percentage of pullets raised, and excellence of the letter telling about it.

5 The decision of the judges will be final, and contestants agree to abide by their decision. In the case of ties, duplicate awards will be made. All records, pictures and letters become

the property of the American Poultry Journal.

6 This contest is open to everybody except employees of American Poultry Journal and their families.

7 All contestants who raise 85% or more of the chicks started to 10 weeks of age will get an Expert Chick Growers' League Certificate.

8 Winners will be announced in the November, 1936 issue of American Poultry Journal.

9 \$50.00 in additional special prizes will be given for the best pictures sent in with the letters. The picture prizes may be won even if the letters don't win a prize. All pictures must relate to poultry raising. They should show inside or outside views of laying or brooder houses with or without chickens present, range scenes, or closeups of chickens.

How To Win

We will enter our customers free in this year's chick and pullet growing contests sponsored by the American Poultry Journal and The Poultry Tribune. These two poultry papers are offering a total of \$2500.00 to the poultry raisers that follow the rules of good chick raising most successfully.

There is nothing difficult about these contests. Each paper supplies you with a complete set of records and instructions on the best methods for growing baby chicks without cost to you. At the end of the contest a letter telling how you managed your brood is sent in with your records.

You will have to brood your chicks anyway and it will only take very little more effort to raise them according to the contest rules of these papers and be eligible for one of the cash prizes. There are 263 prizes.

When you receive your contest instructions and record sheet read them carefully. If you do not understand what is wanted, the contest editor of the poultry paper will be glad to explain if you will write him.

Record keeping is part of the contest and improperly kept records often spoil the chances of a well grown brood for a prize.

Write plainly so the judges can read what you have to say. A letter that is easy to read creates a favorable impression.

Watch your dates. It is part of the rules of the contest to have your letter and records mailed to the proper address before the time allowed for the contest ends.

See Our Customers 1935 Winnings On Other Side

46 Cash Prizes Won By Booth Customers In 1935 Chick Growing Contests

WON \$112.50



Mrs. Lowe, who won \$112.50 in the Poultry Tribune Chick Growing Contest, holding two of her pullets.

Herman, Neb., Nov. 23, 1935.

Booth Farms and Hatchery
Clinton, Missouri

Dear Sirs:

For two years Booth's Famous Chicks have won for me a prize in the Poultry Tribune's Chick Growing Contest; this year winning the Second National Prize.

There are certain essentials in raising chicks, including cleanliness, plenty of good balanced feed, an abundance of drinking water and correct temperatures. But even with all these things, there cannot be success without good livable chicks to start with.

As the vigor and vitality of the baby chicks depend upon the breeding stock, it is important to start with chicks from a reliable hatchery that have hens bred to lay and the chicks hatched to live.

Good chicks, with good feed and good care will make money and Booth's chicks have been the best of any I have ever had, in many years of chick raising.

Wishing you every success, I am
Sincerely yours,

Mrs. Gordon F. Lowe.

WON \$75.00

Corcoran, Calif., Nov. 18, 1935.
Booth Farms and Hatchery
Clinton, Missouri
Gentlemen:

Am enclosing picture showing a portion of our flock of AAA White Wyandottes, purchased from you in March this year.

These chicks were received on March 19, and were hatched during those terrible dust storms last spring, then traveled about 1950 miles by rail before reaching their destination.

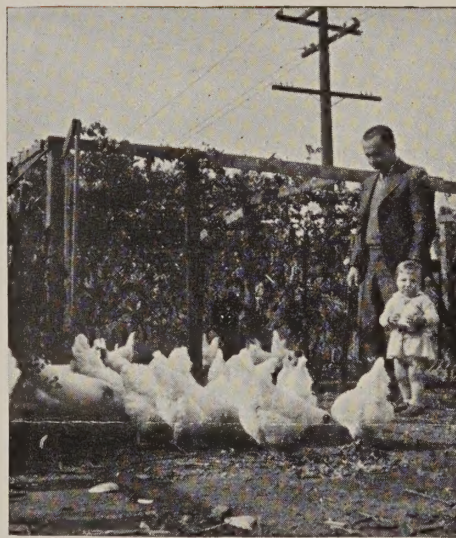
In spite of these handicaps these pullets won second prize in the American Poultry Journal's "Pullet Growing Contest for 1935."

These chickens developed very rapidly and the pullets were laying better than 50% at six months of age. They have certainly made one of the nicest flocks of pullets we have ever seen.

It so happens these are the first chicks we have purchased from you, but judging from the type of stock received, can certainly recommend the Booth Hatchery to the poultry man who demands the best, and after all the best is cheapest in the long run.

We wish to take this opportunity to thank your organization for the prompt and courteous attention our order received, and also subsequent correspondence.

Very truly yours,
Leo H. Newcomb.



Mr. Newcomb and son inspecting part of the White Wyandottes with which he won \$75.00 in the American Poultry Journal Pullet Growing Contest.

**Others Who Won With
Booth Chicks**

ROBERT P. MOORE, TATTNALL COUNTY, GEORGIA
Poultry Tribune Contest
MRS. JOHN H. SCHUYLER, MADISON COUNTY, INDIANA
American Poultry Journal Contest
EDWARD C. DANGBERG, YUMA COUNTY, COLORADO
Poultry Tribune Contest
MRS. B. F. MOSELEY, LOWNDES COUNTY, GEORGIA
Poultry Tribune Contest
CHAS. G. SCHOTZ, LINCOLN COUNTY, WISCONSIN
Poultry Tribune Contest
C. A. McCLOSKEY, DENVER COUNTY, COLORADO
Poultry Tribune Contest
MRS. O. R. COVEY, SEDGWICK COUNTY, KANSAS
Poultry Tribune Contest
MRS. GEO. BOZARTH, MUSKOGEE COUNTY, OKLAHOMA
Poultry Tribune Contest
MACK B. BOWMAN, CARROLL COUNTY, MARYLAND
Poultry Tribune Contest
A. L. KOPSTAD, CHEYENNE COUNTY, COLORADO
Poultry Tribune Contest
STEPHEN F. WHITTED, CHRISTIAN COUNTY, MISSOURI
Poultry Tribune Contest
GENEVA BAIRD, BROWN COUNTY, OHIO
Poultry Tribune Contest
J. T. EUSTICE, LINCOLN COUNTY, OKLAHOMA
Poultry Tribune Contest
J. HENRY SHEELER, CUYAHOGA COUNTY, OHIO
Won in both contests
CLYDE E. SIMMONDS, GOGEBIC COUNTY, MICHIGAN
American Poultry Journal Contest
J. WILLIAM SCOTT, HOWARD COUNTY, MARYLAND
American Poultry Journal Contest
VIRGIL A. CRAMER, BUTLER COUNTY, OHIO
American Poultry Journal Contest
IRWIN F. SECHLER, WINNEBAGO COUNTY, ILLINOIS
American Poultry Journal Contest
MRS. E. E. MERRIMAN, MORGAN COUNTY, INDIANA
American Poultry Journal Contest
TRACY L. TEW, GALVESTON COUNTY, TEXAS
American Poultry Journal Contest
MRS. CLIFTON CUMMINGS, CHEYENNE COUNTY, COLORADO
American Poultry Journal Contest
H. RAAB, MADISON COUNTY, ILLINOIS
American Poultry Journal Contest
CHARLES R. GONZALES, SANGAMON COUNTY, ILLINOIS
American Poultry Journal Contest
MURPHY ROGERS, IRWIN COUNTY, GEORGIA
American Poultry Journal Contest
BOOKER WILKINSON, SHELBY COUNTY, TENNESSEE
American Poultry Journal Contest
LEWIS O. BERGE, FILLMORE COUNTY, MINNESOTA
American Poultry Journal Contest
J. R. HOUTMAN, BUNCOMBE COUNTY, NORTH CAROLINA
American Poultry Journal Contest
MERLE H. COOK, YORK COUNTY, PENNSYLVANIA
American Poultry Journal Contest
WILLIAM H. FAGERT, MONROE COUNTY, OHIO
American Poultry Journal Contest
H. H. TRASK, BERRIEN COUNTY, MICHIGAN
American Poultry Journal Contest
ANDERSON POULTRY FARM, SALT LAKE COUNTY, UTAH
American Poultry Journal Contest
MRS. W. B. MASK, OUACHITA COUNTY, LOUISIANA
American Poultry Journal Contest
H. E. HUSTON, ERIE COUNTY, PENNSYLVANIA
American Poultry Journal Contest
MRS. F. KODADEK, PEPIN COUNTY, WISCONSIN
American Poultry Journal Contest
DEWEY LANE, BLAIR COUNTY, PENNSYLVANIA
American Poultry Journal Contest
HOLLY P. SNYDER, MASON COUNTY, WEST VIRGINIA
American Poultry Journal Contest
P. M. HUBBARD, SHARP COUNTY, ARKANSAS
American Poultry Journal Contest
JOSEPH A. KRENZER, WAUKESHA COUNTY, WISCONSIN
American Poultry Journal Contest
MRS. W. B. LINDSEY, CRAWFORD COUNTY, ARKANSAS
American Poultry Journal Contest
MRS. A. M. SWAPP, IRON COUNTY, UTAH
American Poultry Journal Contest
MRS. THOMAS LUTTMAN, HARDEMAN COUNTY, TENNESSEE
American Poultry Journal Contest
EDWIN MARTIN HAAG, SUFFOLK COUNTY, NEW YORK
American Poultry Journal Contest
J. R. SCHARFENBERG, WYANDOTTE COUNTY, KANSAS
American Poultry Journal Contest

We Enter Customers Free In 1936 Contests

\$2,000.00 IN PRIZE MONEY

See Other Side For Details

BOOTH FARMS & HATCHERY — Clinton, Mo.

Our Twenty-fifth Season

SPRING 1936 PRICES

Booth Farms & Hatchery, Clinton, Missouri

Only \$1.00 Deposit for each 100 chicks wanted, will insure you these low prices and hold your order for delivery any date you wish. Balance due ten days before shipment, or send cash in full with order for quick delivery. Under these terms we pay all transportation charges.

C. O. D. Plan Send \$1.00 for each 100 chicks or any amount less than 100. Pay balance on delivery plus transportation charges. If you want chicks shipped C. O. D. for balance be sure to specify this in your order.

NO CHICK SEXING DONE IN OUR PLANT

"A" Quality Chicks

SHIPPING CHARGES PREPAID ANYWHERE IN U. S.

Strong, healthy, purebred chicks from Missouri State Approved flocks. These flocks are mated with "AA" Quality cockerels and the chicks from them make an exceptionally good value for the money.

	25	50	100	500	1000
S. C. White Leghorns	} 2.65	4.40	7.90	39.00	78.00
S. C. Brown Leghorns					
Sold out A Grade Leghorns until April 27th					
Barred Plymouth Rocks	} 2.65	4.40	7.90	39.00	78.00
S. C. Rhode Island Reds					
Buff Orpingtons	} 2.85	4.65	8.40	41.50	83.00
White Plymouth Rocks					
White Wyandottes					

Assorted Chicks

Chicks left over from A, AA, and AAA matings after our regular orders are filled and any that may hatch off color from all three grades. These are good strong chicks, no culls or cripples. They carry the same live arrival guarantee as our other chicks.

	25	50	100	500	1000
Assorted All Breeds	} 2.25	3.40	6.40	32.00	64.00
Assorted Heavy Breeds	} 2.40	3.95	6.90	34.00	68.00

AA Assorted Chicks

Same as regular assorted but from AA and AAA matings only. Any off colored chicks when included will in most cases be correct color when mature.

	25	50	100	500	1000
AA Assorted All Breeds	} 2.40	4.25	7.40	37.00	74.00
AA Assort. Heavy Breeds	} 2.65	4.40	7.90	39.00	78.00

Special Discounts on Page 3

"AA" Special Quality Chicks

Our "AA" Special Quality chicks are from the cream of our officially approved Missouri State Approved flocks. Males used in these matings are descendants of hens with records up to 265 eggs per year.

These are the most profitable chicks you can buy unless you get our AAA Quality chicks.

NO SEXING DONE

Shipping Charges Prepaid Anywhere in U. S.

	25	50	100	500	1000
S. C. White Leghorns	3.40	5.40	9.90	49.00	97.00
S. C. Brown Leghorns	Sold out AA Grade Leghorns until April 27th				
Barred Plymouth Rocks	3.40	5.40	9.90	49.00	97.00
S. C. Rhode Island Reds					
Buff Orpingtons					
White Plymouth Rocks	3.40	5.40	9.90	49.00	97.00
White Wyandottes					

"AAA" Our Finest Quality

This is the finest grade chicks we offer and we do not believe you can get better quality elsewhere at any price. Our AAA Leghorns, Barred Rocks, and Reds are directly related to our National Laying Contest Champions with records up to 342 eggs per year.

NO SEXING DONE

Shipping Charges Prepaid Anywhere in U. S.

	25	50	100	500	1000
S. C. White Leghorns	4.00	7.40	13.90	68.00	135.00
S. C. Brown Leghorns					
Barred Plymouth Rocks	4.15	7.40	13.90	68.00	135.00
S. C. Rhode Island Reds					
Buff Orpingtons					
White Plymouth Rocks	4.15	7.40	13.90	68.00	135.00
White Wyandottes					
S. C. White Minorcas					

Hatches Every Week the Year Around

FREE to customers

Our New Copyright Book

**"HOW TO GET PREMIUM PRICES
FOR YOUR EGGS AND POULTRY"**

This new copyright book describes 88 different ways poultry raisers sell eggs and poultry at a premium above their local wholesale market. We spent nearly one thousand dollars collecting and arranging this material in convenient book form so that our customers can profit from selling methods which have proved successful in actual practice. One or more of these selling plans can be used in every community. This book helps you find the best market for your eggs and poultry. It is sent free to our customers with each order of chicks for 1936.

Special Discounts

SAVE BY ORDERING NOW

On orders mailed *within 10 days*, we will allow the following discounts from the Spring 1936 prices:—

On AAA chicks $1\frac{1}{2}$ c per chick discount for shipment before May 4th; 2c per chick discount between May 4th and May 18th; 3c per chick discount for shipment after May 18th if ordered now.

On AA chicks 1c per chick discount for shipment before May 11th except on White Leghorns; $\frac{1}{2}$ c per chick discount on AA White Leghorns before May 11th; $1\frac{1}{2}$ c per chick discount on all breeds after May 11th.

On A grade chicks no discount on chicks for shipment before May 11th and $\frac{1}{2}$ c per chick discount for shipment after May 11th, if ordered now.

NO DISCOUNT ON AA ASSORTED

Use Order Blank on Back to Get Discounts

ORDER BLANK

Booth Farms & Hatchery

Clinton, Missouri

Date _____ Amt. Enclosed, \$ _____

Name _____

Street or Route _____

Post Office _____ State _____

Express Office _____

When Wanted _____

If we can ship sooner, shall we do so? _____

NO. WANTED	QUALITY	KIND OF CHICKS WANTED	PRICE	

If you want Chicks Shipped C. O. D. for balance mark X here

☐

NOTE—Unless you breed just one kind of chickens and can't use any other variety, please give second or third choice so if we can ship the second choice quicker, we will do so and thus give you more prompt shipment.

Second Choice _____ Third Choice _____

REMARKS

5-2-6

Order Now - Avoid Disappointment

DETACH HERE

From.....

City.....

State.....

FIRST CLASS
Permit No. 1
(Sec. 510 P.L.&R.)
Clinton, Mo.

BUSINESS REPLY ENVELOPE

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

4C-POSTAGE WILL BE PAID BY—4C

Booth Farms and Hatchery

Clinton,

Missouri



RETURN POSTAGE GUARANTEED

BOOTH FARMS & HATCHERY

BRED TO LAY



HATCHED TO LIVE



Clinton, Mo.

SEC. 562 P.L.&R.

PERMIT No. 18

U. S. POSTAGE PAID

CLINTON, MO.

G B W Rogers
Northwood Narrows N H

501

PULL OUT FOR POSTAL INSPECTION